

Creating Change  
Through Collaboration



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campaign!



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# Cambridge Prevention Coalition

## E-Newsletter

May  
2010

### Check It Out!

**CPC Now Hiring  
Outreach Workers**  
Job description on pg. 6

**Be a Parent, Not a Pal**  
May 20<sup>th</sup>, 6-8pm  
See attached flyer on pg. 7

### CPC Member Spotlight: Lamos Paul

**Q. What do you do in your role as Community Affairs Coordinator at the Cambridge Health Alliance?** *As a Community Affairs Coordinator my role is to recruit, train and support the Volunteer Health Advisors (VHA) network that serve as the bridge between the community and Cambridge Health Alliance. With our team of VHAs we target community members with the most common health chronic conditions such as High Blood Pressure, Diabetes, Cancer, Cholesterol, Heart Disease, Stroke, Weight Management, and Nutrition. I'm facilitating Diabetes support groups to help the patients taking necessary steps to manage the disease on their own as much as possible.*

**Q. Why did you become a member of the CPC, and how does it relate to what you do?** *I have joined CPC to help with the Parent Navigator program, but working with CPC has given me another great opportunity to contribute a little to empowering the community, especially immigrant parents in bringing more awareness around mental health and substance use issues. Some of my VHAs have become Parent Navigators and vice-versa.*

**Q. What are some of your interests outside of work?** *Outside of work is still working at home either to help with cleaning, cooking, or doing the dishes. I would take my kids for a walk in Cambridge, especially in summer time, to see a movie, or going to a restaurant. But I really love to travel.*

**Q. What are some things you would like to see the CPC accomplish?** *I would like to see CPC becoming a bigger, but most of all, a more effective agency in its great work targeting youth drug use and drinking. I would like to see CPC working more on school dropout prevention and contribute more to send our youth to college.*



**Lamos Paul**  
Affairs Coordinator at the  
Cambridge Health Alliance



## CPC Subcommittees

### **Environmental Strategies**

Contact: Frank Connelly

(617) 349.6334

[fconnelly@cambridgema.gov](mailto:fconnelly@cambridgema.gov)

### **Social Marketing**

Contact: Gisela Rots

(617) 349.6283

[grots@cambridgema.gov](mailto:grots@cambridgema.gov)

### **OPEN Project**

Shannon Kelly

(617) 349.6346

[open@cambridgema.gov](mailto:open@cambridgema.gov)

### **Teens Against Drug and Alcohol Abuse (TADAA)**

Youth Advisor: Lovelee Heller

[tadaaleaders@gmail.com](mailto:tadaaleaders@gmail.com)

### **Parent Navigators**

Contact: Lamos Paul

[lpaul@challiance.org](mailto:lpaul@challiance.org)

### **CPC Intern**

Contact: Nikki Lam

[cpcintern@cambridgema.gov](mailto:cpcintern@cambridgema.gov)

## Director's Desk

Dear CPC,

It seems as though 2010 is moving quickly! Summer is just around the corner, as are all the events that precede it: prom, graduation and Memorial Day. And here at the CPC, we are not slowing down.

In mid-April, we hosted a Coalition meeting on Medical Amnesty and Good Samaritan policies. Both Ryan Travia from Harvard and Danny Trujillo from MIT talked about the medical amnesty policies in place at their institutions. And Maryann Frangules talked about the Good Samaritan policy that is waiting to be passed on Beacon Hill. These policies, an important aspect to safeguarding the lives of those who may have drank or drugged too much, help ensure that those who need medical attention receive it, regardless of why.

In late April, we hosted our annual parent workshop: Tweens & Teens: Drinking, Thinking & Preventing. Dr Traci Brooks presented on brain development in our adolescent years. And the STARS students from CRLS worked with parents, playing out skits and answering questions about how they think parents can most successfully communicate with their children around alcohol use. It was a great opportunity to see so many lively conversations and interactions between parents and teens. Many thanks to Greta Hardina, Stacey King and Sharon Lozada for helping to make this a successful workshop!

And thanks to the 1369 Coffeeshop (Inman & Central Squares) and Café Zing (Porter Square) for providing us coupons to help encourage parents to take their tweens and teens out for a coffee and juice! Due to their generosity, we were able to offer these coupons to all parents who attended the workshop.

We also worked with the schools and the Cambridge Public Health Department to implement the Teen Health Survey at CRLS. Over 1,300 students took the survey. We'll receive the results later in the summer.

We're also busy working with the Cambridge Police Department and the Cambridge Public Health Department on beginning a Prescription Drop-Off program in the city. We hope to have a variety of ways for residents to properly dispose of their unused and leftover medications by the end of June. It is an exciting program to be a part of.

Working with a number of partners and the Bureau of Substance Abuse Services, we also have launched a state-wide Retailer Toolkit for bars/restaurants and package stores. The toolkit provides owners and managers with a wealth of information about how to safely serve and sell alcohol, and how to help prevent young people from obtaining alcohol from their establishments. Richard Scali, the Chairman of the Cambridge License Commission, was an important partner on this project as well. We're really excited to see this toolkit be used state-wide!

And that's not all! We're also working on creating a new go-to website for overdose prevention and beginning to work on the next phase of our Reality Check campaign. 21 Proof continues to be a popular program, and Frank Connelly conducts multiple trainings every week.

Until next time,

Gisela

# Meetings:

## Upcoming Quarterly Meetings:

June 10, 2010

Oct 14, 2010

## Quarterly Meetings are held at:

City Hall Annex  
344 Broadway  
2nd Floor  
Cambridge

## New Time for 2010 Meetings: 3:30-5:00



## Environmental Strategies Update

The Environmental Strategies Subcommittee focuses on the prevention of underage drinking, primarily through reduction of commercial access, and increasing enforcement and education.

The ESSC met on April 6. Following introductions and updates, the police reported on “Safety Net” and on a Department of Justice grant that they are applying for to enhance their work with the schools, the Cambridge Health Alliance and the DHSP. Recently the police and the DHSP focused on the Rindge Towers and held an information night there on April 5.

A “high risk drinking calendar” has been formulated by the group. It will help us to utilize data to rate the (potential) level of risk for particular dates/events and then plan accordingly before the next occurrence. If you would like to receive this calendar or may have some sources of data for it please contact Frank.

The next ESSC meeting is on June 8, 2010 at 3:30.

## OPEN Project Update

The Overdose Prevention and Education Network is a CPC initiative to reduce the number of fatal and non-fatal opioid overdoses in Cambridge.

There are only a few slots left for the opioid overdose prevention training OPEN will be hosting on June 22nd & 23<sup>rd</sup>! This training, which will be free to the public, will cover why overdoses occur and how to prevent them. In addition, we’ll delve into how to best incorporate this information into everyday conversations. For more information, please contact Shannon Kelly at [skelly@cambridgema.gov](mailto:skelly@cambridgema.gov) or 617.349.6346.

## Social Marketing Committee (Reality Check) Update

The Social Marketing Committee develops and promotes campaigns which encourage adult engagement in preventing underage drinking.

The Reality Check campaign continues to roll out in Cambridge. On April 29<sup>th</sup>, we co-hosted a parent workshop with Greta Hardina (CRLS Parent Liaison) and Traci Brooks (Cambridge Health Alliance). STARS students from CRLS provided skits and Q&A with parents.

The Committee will now begin planning the second phase of the campaign. Looking at various data sources, we’ll begin identifying themes for Round 2!

Check out our online survey for phase 1:

<https://www.surveymonkey.com/s/realitycheckworks>.

# Teens Against Drugs & Alcohol Abuse Update

TADAA is a project of the CPC, in cooperation with the Moore Youth Center, which empowers youth to reduce drinking and drug use among their peers.

Recently, TADAA youth leaders worked with CPC's Communications Intern Nikki Lam to create various media messages. Nikki has developed some great tools to help the group organize prevention messages which have proved very helpful in pulling together the four different media pieces.

These pieces include a press release on recent projects, an opinion piece on advertising and media portrayal of alcohol use and a rebuttal to an article that appeared in CRLS's newspaper in the fall about last year's 72% Don't campaign. Nadhira, one of the youth leaders, also wrote an article on how she views smoking (see an excerpt below).

They also created a survey that they will link to each article to get feedback from readers. Check it out:

<http://www.surveymonkey.com/s/627DBQ7>.

## Smoking: The Cost of Lighting Up For Our Youth

Written by: Nadhira, TADAA Youth Leader

Smoking, a huge problem with many health risk factors, is referred to by Be Healthy Magazine as "the single most preventable cause of premature death in this country." There are many reasons adults and children alike give for this bad habit. Secondhand smoke is more risky for your health than actually smoking. Kids are often pressured or feel it's a must to smoke. This often turns into an addictive lifelong habit. Smoking causes cardio vascular diseases such as cancer, bronchitis and emphysema.

The smoke which comes out of cigarettes contains 4,000+ chemicals and 400 additives. Among the many ingredients in cigarettes are ammonia, acetone, arsenic, formaldehyde, methanol and many other toxic elements. These are very scary and dangerous contents.

I asked someone who used to smoke what feelings they had when they smoked. They said they experienced choking, dizziness and headaches. When I asked why they smoked they said they thought it was cool, a stress reliever, and that everyone did it. They knew nuns did it, priests, parents, peers, etc. - so they did it too.

Among the top reasons people smoke are depression and stress relief. According to a drug abuse website, approximately 1 in 5 high school students in 2007 reported smoking one or more cigarettes in the past 30 days. This is a big problem for our youth which we need to start addressing more vigorously. My idea for solutions for this problem is to campaign against this bad habit and partner with tobacco prevention coalitions like the *84 Movement* and the *Truth* Campaigns. A lot of young people think there need to be more warnings about the dangers of smoking and want to see what really happens to people who smoke. Prevention experts believe that we must engage parents, schools and communities in the efforts to prevent smoking and its consequences.

I myself am trying to address this problem and many like it through my work as a TADAA (Teens Against Drug and Alcohol Abuse) Youth Leader with the Cambridge Prevention Coalition. I wrote this article to tell about the consequences of this drug and ask community members to take action. Tobacco is a serious drug problem and continues to endanger the future of our youth. Yet smoking is one of the #1 preventable causes of premature death. If you are reading this article, you can help prevent premature death caused by smoking. Encourage youth to engage in healthy behaviors and do not provide cigarettes to anyone under 18 years old. It's everyone's responsibility to care for our young people's well being and health.

To share your ideas about preventing smoking among Cambridge Youth visit: <http://www.surveymonkey.com/s/6FRMJWV>.



# Cambridge Connect2Prevent: a *RealityCheck* Initiative



**We are Cambridge Connect2Prevent:** a study being conducted by the Cambridge-based National Development and Research Institutes (NDRI), with support from National Institute on Drug Abuse. The project goal is to help communication between parents and young people about substance use. Cambridge is one participating community in the project. To achieve our mission to provide avenues for Cambridge parents to help reduce substance abuse in their community, we have partnered with the Cambridge Prevention Coalition through the Reality Check campaign.

This fall and winter, we held focus groups and asked Cambridge parents and youth to voice their opinions about parent and teen communication about alcohol and other drugs. Cambridge voices have played an integral role in shaping the direction of the project. Here is what we have heard from you:

Parents in Cambridge are concerned about teen health and safety, peer pressure, and parenting practices. They want to find effective ways to monitor, guide, and set healthy boundaries for teens in ways that support teen independence. Parents want to know more about drugs in their community. Most of all parents need a confidence boost around communicating with their teens.

Teens in Cambridge want to develop an open, direct, trusting relationship with parents around drugs and alcohol. When asked "What will get you to listen?" teens recommend that parents communicate in a calm, understanding manner, assure trust and confidentiality, set clear boundaries and consequences, and take a non-judgmental approach.

Using this information, Cambridge Connect2Prevent is working to promote communication between parents and teens. In the near future we will be recruiting parents and teens to complete an online survey as phase two of the study. Stay tuned for more updates!

For more information, please contact: Caitlin Westfall, MS, MPH  
Research Assistant, NDRI  
[westfall@ndri.org](mailto:westfall@ndri.org)  
617-401-2284

## Dept. of Public Health Releases Health of Mass Report

This new report created by the Massachusetts Department of Public Health is able to provide useful data on the health of Massachusetts residents, in an easy-to-understand and easily accessible format. Creators have combined statistical data and policy perspectives from some of the leading experts in the field of public health, allowing for greater context in understanding the broad issues we face as a state. The report contains more than 200 charts and draws information from more than 50 sources. It touches upon health care access and quality, wellness, infectious and chronic diseases, environmental and occupational health, violence, mortality, and alcohol, tobacco and drug use.

Check it out!

**To view the report visit:** <http://www.mass.gov/dph/healthofmassachusetts>

# Hiring: OPEN Outreach Worker, Cambridge Prevention Coalition

## OPEN Outreach Worker Job Description

**POSITION & DEPARTMENT:** Department of Human Service Programs

**HOURS OF WORK:** 2-10 hours per week, days and times may vary

**The Overdose Prevention & Education Network (OPEN) is a project of the Cambridge Prevention Coalition. OPEN's focus is preventing both non-fatal and fatal opioid overdoses in the City of Cambridge. We are seeking up to five individuals to assist with promoting opioid overdose prevention information to the friends and family members of individuals actively using opioids (such as heroin, OCs, etc). Training on overdose prevention will be provided.**

### DUTIES AND RESPONSIBILITIES:

**Under the supervision of the OPEN Project Coordinator, the OPEN Outreach Worker will:**

- Attend an opioid overdose prevention training in Cambridge, hosted by OPEN and SPHERE on June 22<sup>nd</sup> and 23<sup>rd</sup>, 2010.
- Identify and connect with users and their friends and family members, using a harm reduction approach to share information about overdose prevention.
- Provide overdose prevention information and trainings to users, friends and family members, using the OPEN curriculum.
- Document community contacts in a thorough and timely fashion to assist in the evaluation of the program.
- Work closely with the OPEN Project Coordinator to ensure quality and scope of outreach.
- Attend meetings with the Project Coordinator, as needed.

**As requested by the OPEN Project Coordinator, this person may:**

- Attend and participate in community meetings in Cambridge and neighboring communities.
- Explore and identify other appropriate prevention and education materials.
- Other duties, including special projects, as assigned.

### MINIMUM REQUIREMENTS:

- Understand the culture surrounding being an opioid user and being a friend or family member of a user.
- Ability to speak in front of a group, to connect with others, and to provide situation-appropriate information to a variety of populations.
- High School Diploma/GED, or relevant life experience.
- Ability to work independently while staying connected and available.
- Ability to take initiative.
- Sensitivity to diverse communities and experience working within these communities.
- Ability to speak and write in English and prepare reports.
- Ability to travel within the City of Cambridge.
- Cambridge residency a plus.
- Multilingual a plus.

**OPEN Outreach Workers will be compensated for their time. Contact Shannon Kelly, OPEN Project Coordinator, at [skelly@cambridgema.gov](mailto:skelly@cambridgema.gov) or 617-349-6346, for more information**

Campbell Campbell Edwards & Conroy Law Firm and the Cambridge Prevention Coalition  
invite you to a **FREE** multimedia presentation on Social Host Laws:

# Be a Parent Not a Pal

Time for a *RealityCheck*? Find out what happens when good kids make bad decisions & well-meaning parents, who think they're providing a safe haven for their children and children's friends, painfully discover that these havens are not safe after all. Hear some real-life stories!

**May 20<sup>th</sup>**

**6:00-**

**8:00pm**



**Windsor Street  
Health Center**

**119 Windsor St  
2<sup>nd</sup> floor  
conference room**

**REALITY  
CHECK**

**Learn the liability of social hosts when civil  
actions with millions of dollars at stake rapidly  
follow criminal prosecutions.**

**Refreshments will be served!**

To RSVP or for more info, contact Gisela  
Rots at [grots@cambridgema.gov](mailto:grots@cambridgema.gov) or  
**617.349.6283.**